



Universidad
Politécnica
de Cartagena | Campus
de Excelencia
Internacional

Entrepreneurship and Innovation: Start-ups and innovative companies

Emprendimiento e Innovación: Start-ups y compañías innovadoras

Transversal Activities of Doctorate

Universidad Politécnica de Cartagena

1. General course information					
Name	Entrepreneurship and Innovation: Start-ups and innovative companies				
Level	Doctorate				
Code					
University	Universidad Politécnica de Cartagena				
Language	Spanish and English				
ECTS	1	hours / ECTS	10	Total hours	30

2. Lecture data		
Lecturer in charge	Mario Rosique Blasco	
Department/Service	Oficina de Emprendedores y Empresas de Base Tecnológica	
Knowledge area	Entrepreneurship and Innovation	
Office location	Faculty of Business Sciences	
Telephone	968 32 70 39	Fax
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URL / WEB	www.emprendedores.upct.es	
Office hours	Tuesday 16:00 - 17:30 and Friday 9:00 – 10:30	

3. Course objectives
<p>The main aim of this course is that the students know the fundamentals about the phases of the process to set up a company based on innovation and knowledge.</p> <p>To achieve this goal, the course has five specific objectives:</p> <p>(1) To give the tools to create new ideas, in order to address business opportunities, using the design thinking methodology.</p> <p>(2) Taking into account these creative ideas, to identify the key blocks to develop innovative business models.</p> <p>(3) To teach the fundamentals principles to validate your own business model using a scientific approach.</p> <p>(4) To teach the main techniques to prototype and the storytelling.</p> <p>(5) To identify the different financial resources.</p>

4. Theory programme

1. Entrepreneurship and Innovation: The fundamentals of Design Thinking.
2. Innovative Business Models
3. Lean Start-up (I): Storytelling and prototyping techniques
4. Lean Start-up (II): Build-Measure-Learn, Feedback Loop.
5. An introduction of Business Plan.
6. Funding resources.

5. Practical programme

1. To develop an innovative idea based on science and innovation.
2. To design an innovative business model.
3. To research about the validation to your own business model.
4. To create your own Minimum Viable Product (MVP) and tell your story.
5. To propose your financial way.

6. Hours distribution

Activity	Location	Student work	Hours
Theory programme	Oficina de Emprendedores y Empresas de Bsaee Tecnológica. / virtual	Attend class	5
		Homework: study of the theory contents	5
Practice	Oficina de Emprendedores y Empresas de Bsaee Tecnológica. / virtual	Attend class	
		Homework:	10
Tutoring	Virtual	Virtual ...	10
			30